Coker's

1948 FALL GRAIN CATALOG

COKER'S PEDIGREED SEED COMPANY

"The South's Foremost Seed Breeders" *Hartsville, S. C.*

COKER'S PEDIGREED SEED
BLOOD WILL TELL

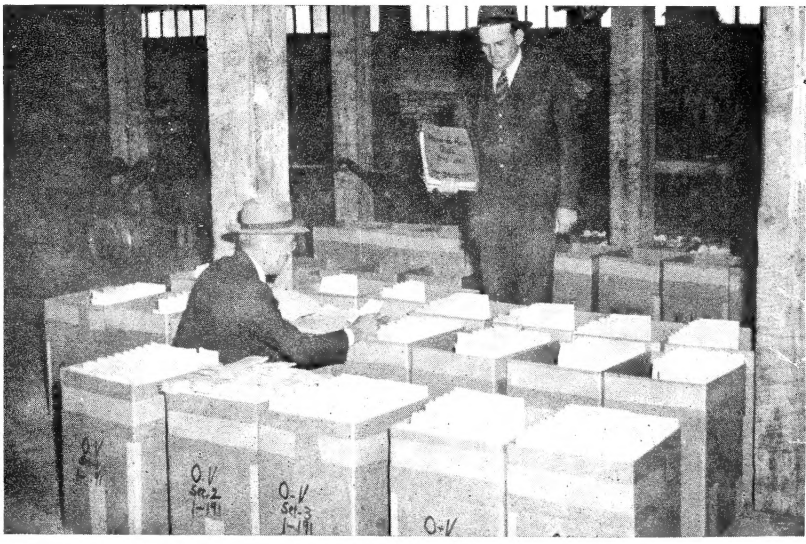
Sam J. Hadden, formerly of Georgia Experiment Station, and more recently with Marett Seed Farm, has joined our staff and is specializing on small grain breeding. Here he examines oat "crosses" to determine the "set."

Here is illustrated a striking difference in cold resistance. Note vigorous, healthy growth in row on left, and severely cold damaged plants on right.

Here you see an interesting difference in resistance to smut where the seed on each row has been dehulled and treated with smut prior to planting.

By leaving the oats in the plot long after ripening, differences in storm resistance and stiffness of straw can be noted.

Showing the effect of severe leaf rust injury. Victorgrain, row on left, is highly resistant and undamaged. Center row so severely damaged that it is not heading out, and the foliage of the row on right has been killed by rust and yield greatly reduced.



Mr. Richard Cathcart, General Farm Manager and Assistant to President Wilds, is examining seed packets containing thousands of selections of oats for our main variety increase while Mr. J. Ralph Thompson, our Mississippi Valley representative, looks on.

A BREEDING PROGRAM OF SMALL GRAINS TO MEET THE CHANGING NEEDS OF SOUTHERN AGRICULTURE

By George J. Wilds

Our Small Grain Breeding Program started forty years ago this spring when the first plant selections were made in a Red Rust Proof field of oats. These were put in plant-to-row test that fall by the writer.

From this small beginning, the program has expanded until today it is probably (so our USDA friends tell us) the most extensive being planted in any one place in the United States.

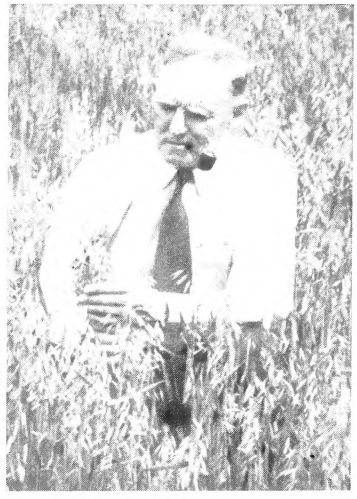
We have been criticized by some for spending so much money on a crop, the importance of which apparently did not warrant the outlay, however, our company was established to serve Southern Agriculture. Productive, well adapted, disease resistant small grains were needed if the South was to develop a balanced agriculture with proper emphasis on livestock, feed, food, and money crops. We also needed the soil building which this program allowed.

STRIVING FOR AN IDEAL

We inaugurated this program, determined to breed that perfect variety of each small grain with which we were working. We, like Merlin, have followed the gleam, shooting for perfection—knowing full well that this could never be attained, but sparing neither expense nor hard work in striving for that ideal.

Our customers have been good to us. They have advised, worked with and encouraged us in every way. They have bought our seed and constructively criticized varieties, material and methods. Our Federal and State Specialists have given generously of their material, time and interest.

With such backing and long experience, it is not surprising that we have been able to breed many good varieties; varieties that have met the demands of the grower and processor; varieties especially adapted for growing in the cotton belt; varieties able to meet and overcome the hazards of disease and adverse climatic conditions as they arose.



DR. GEORGE J. WILDS
President
Coker's Pedigreed Seed Company

As stated, our initial work was with the Red Rust Proof oats. For twenty years, we worked both intensively and extensively with this oat, and succeeded in breeding and introducing a number of very uniform, highly productive strains—one of which (R.B. 22-55) went into Hastings 100 Bushel. Seed stocks were bought from us by Mr. H. G. Hastings with the full understanding that it was to be used for this purpose.

VICTORGRAIN—A MONUMENT

But, Red Rust Proof with all our efforts, did not furnish the answer, and this oat was eventually replaced in our breeding program by Fulghum; the Fulghums later by the cold resistant Nortons; the Nortons by the cold and smut resistant Coker 32-1, 33-47, and Fulgrains. These likewise were soon replaced by the striking highly productive, cold, smut, and rust resistant Victoria derivatives such as Rust Resistant Fulgrains, Stanton, and last but not least—Victorgrain which in our opin-

(Continued on page 5)

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First year increase blocks of some of our new disease resistant oats. Averaging from one half acre to an acre in size, they were planted from the best material in our main oat variety increase test, and are only three years from individual head selections.

Panoramic view of a portion of our small grain breeding nursery in which are more than 50,000 individual test rows of oats, wheat, rye and barley.

A BREEDING PROGRAM

(Continued from page 3)

ion is the best oat that our Company has ever bred. A high government authority made the statement, "The breeding of Victorgrain is a monument to your Company."

Our long time experience in small grain breeding and the extensive scale on which the work has been conducted places our company in a very favored position.

We have learned much through experience. We have developed and standardized our own breeding technique—a technique that enables our breeders to handle and test accurately a large number of strains. Through this system we have been able to keep our standard varieties to the highest point of efficiency, and at the same time to keep a large number of new hybrid combinations passing through these accurate cold, smut, rust, and yield elimination tests. Seeking—ever seeking—that perfect strain, strains that are superior in some one or more characteristics to the best that we now have.

BREEDING MATERIAL CONSTANTLY ENRICHED

The possibilities in such a program vary directly as the richness of the material that one is making selections from, and the number of such lines that can be accurately tested. We deal in thousands—our small grain breeding and test program the past season included over 51,000 test rows. Over 18,000 of these were in oat head-to-rows.

These selections are each year drawn from our established lines and a stream of constantly enriched hybrid material that carries factors for resistance to almost every known disease.

MEETING THE CHALLENGE

With our program, material and know-how we can definitely meet any hazard that might arise. For example, when Helminthosporium Victoriae appeared on the scene, we had already bred and had in large increase a number of oats with high resistance. One of these, Coker 45-67, also had highest production and is being offered this year.

Behind Coker 45-67 we have a beautiful, stocky, early, maturing combine type oat that we expect to offer in the fall of 1949 as "Coker Sturdy." This oat, in addition to being resistant to Helminthosporium and crown rust, compares most favorably with our best Victorgrain and Fulgrain oats in production. It originated from a cross made in 1937 between (Victoria x Richland) and Coker 32-1. It has been intensively bred and tested since 1939, and was ready to fill the need when the demand arose.

A BREEDERS' PARADISE

We have many, many more very promising resistant lines in the various stages of test and increase, any one of which can be called on to move in and line up for action.

We also have ideal test plots that have been in a two year rotation with cotton for thirty or more years, and as a result have accumulated about every soil borne organism affecting oats. Fortunately these plots are rather uniformly infested with Helminthosporium Victoriae. Breeding always for highest production, storm resistance and quality grain, we have a perfect setup to add resistance to Helminthosporium Victoriae.

What more could one ask—A veritable **Breeders' Paradise,** and we are making the best use possible of material and environment to see that small grain production in the South is kept on a safe, sane and profitable basis.

100% UNIFORMITY OF TYPE CANNOT BE EXPECTED

While the general type and appearance of both our Victorgrain and Fulgrain oats are thoroughly fixed by many years of selection and breeding, in varieties of hybrid orgin such as these are, you will usually find a few plants per acre which are slightly different in appearance and height from the others. Remember Victorgrain and Fulgrain are rather short strawed oats and any taller off-types will stand out above the rest just like rye in a wheat field, and therefore can be easily seen and rogued out. In the taller growing varieties of oats such as Red Rust Proof. Stanton, and Clinton, the off-type plants will usually be shorter than the others and will not be noticed because they are covered up by the average height of the field.

All fields of small grain grown for certification should be carefully rogued for removal of noxious weeds, off-types, etc., prior to inspection by certifying agency, no matter how pure or true to type the variety planted.

ALL 1948 BREEDER FOUNDATION STOCK SEED OATS TREATED WITH NEW IMPROVED (5%) CERESAN

Although our 1948 breeder foundation stock Fulgrain oats have shown high resistance to all known races of smut, and our Victorgrain and Stanton resistant to most races, we are nevertheless treating these seed with new improved (5%) Ceresan because of the advantages of Ceresan treatment in controlling the soil born diseases, resulting in better, healthier stands and increased yields.

Coker's Pedigreed

VICTORGRAIN OATS

1948 BREEDER FOUNDATION STOCK

Fifteen years ago we made the original cross between two outstanding oat varieties (Victoria and Fulgrain) which eight years later resulted in the development of one of the outstanding oat varieties ever planted in the South—that oat was Coker's Victorgrain.

Year by year since 1940, Victorgrain oats have increased in popularity and prestige and through a record of production and dependability have spread into virtually all of the principal oat growing areas of the South.

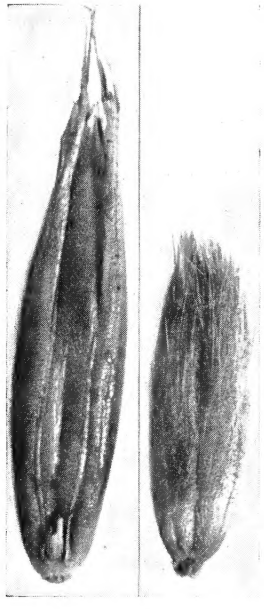
QUALITY PLUS YIELD

What has been responsible for this general acceptance on the part of so many thousands of Southern farmers? Why have growers from Virginia to Texas and from Carolina to Arkansas adopted this variety as their main source of winter feed grain?

The answer is to be found in the years of costly, painstaking plant breeding work which went into the development of the variety, the scientific integrity of its breeders combined with practical "know-how" and a determination to produce an oat second to none in performance, in quality and quantity production.

CONSTANTLY REFINED AND IMPROVED

In our 1940 Grain Catalog when the Victorgrain Oat was first announced, we said that it was the best we had ever bred during our many years of Small Grain Breeding—and constantly refined and improved since that time, we still say it is the best that the Coker's Pedigreed Seed Company has ever offered its customers during the forty years we have devoted to breeding better grains for the South.



Victorgrain oat shown with and without hull. Enlarged to show plump, well filled berry.

Year after year, we have received excellent reports from farmers throughout the southeast on their results with Victorgrain Oats, and we are reprinting several of them on pages 10 and 11 because they indicate the wide adaptability and performance of this variety.

DESCRIPTION

Plant: Semi-procumbent—profuse tillering. Cold resistant. Is of medium height, grows about 75% as tall as Red Rust Proof or Appler.

Smut Resistance: Resistant to most races of smut.

Rust Resistance: Highly resistant to leaf or crown rust.

Season: Week earlier than Red Rust Proof.

Heads: Long and well balanced.

Straw: Very stiff, storm resistant. Ideal for combining.

Grains: Attractive, bright, resisting weather stain, plump, well filled berry, low per cent hull, high feeding value.

Production: The best of any southern variety which we have bred or tested.

Uniformity: Excellent.

PRICES

1 to 16 bu.....$5.00 per bu., $20.00 per bag

16 to 48 bu.....$4.75 per bu., $19.00 per bag

48 bu. and up....$4.50 per bu., $18.00 per bag

Prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

(4 bu. oats per bag)

These oats treated with 5% Ceresan.

WHAT RESISTANCE TO LEAF RUST MEANS

Do you know what it means for an oat to have a high degree of resistance to leaf rust? No doubt with some of the older oat varieties such as Fulghum, Norton, or Lee, you have noticed what frequently happens during warm, moist spring seasons. First, the leaves of the oat plant begin to show a red, mottled look which rapidly spreads throughout the blades, cutting off the food supply from the oat heads and causing them to be light and chaffy. The leaves thus affected soon wither and turn a dirty, brownish-black color and the damage is done. Remember there is no known treatment that will prevent leaf rust in oats—an oat either has resistance or it doesn't.

What happens when the rust spores attack the leaves of Victorgrain or our newer strains of Fulgrain and Stanton? How does it resist the damaging attack of this deadly plant enemy? It does it simply by the "die-back" method—that is, when an area of rust infection starts, the "educated" blades of the plant immediately begin a process of isolating the rust spores by forming a small area of dead leaf surface all around the infectious pustules effectively checking the spread of the disease. The foliage is thus able to continue its vital function of manufacturing plant food for the seed heads.

Left — Ed B. Baskin, leading Lee County, South Carolina, farmer shown in field of 1948 breeder foundation stock Victorgrain oats. In spite of one of the most unfavorable growing seasons in years, this 50 acre field averaged 67 bushels per acre.

Coker's Pedigreed

FULGRAIN OATS

Coker's Pedigreed

RUST RESISTANT

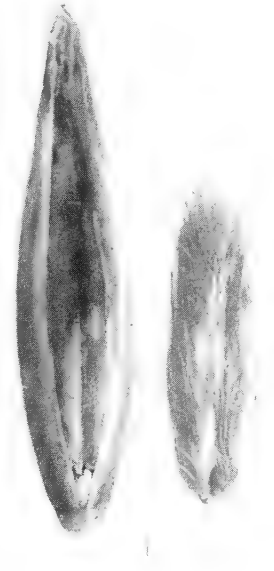
FULGRAIN OATS

1948 BREEDER FOUNDATION STOCK

One of the most inspiring sights a grain grower may see is a field of Fulgrain oats about mid-May just after the grain is beginning to ripen and has turned from dark green to that beautiful champagne color of early maturity. The lighter colored glumes or seed coverings flare out from the well filled grains and reflect the light of the mid-day sun and the long, well balanced, heavily fruited heads standing proudly erect on the sturdy stems remind one of a Corps of well drilled Cadets drawn up for dress parade.

FIFTEEN GENERATIONS OF BREEDING

Quality as well as yield can be seen in a field of Fulgrain oats for this variety traces its genealogy back proudly through fifteen generations of distinguished ancestors, and each, directed by the skilled hands of the plant breeder, has made its contribution. Undesirable characteristics have been eliminated year by year and good qualities added and emphasized until now this oat stands at its present high point of development. Combining early maturity with a high degree of resistance to crown rust and resistance to all known races of smut, its ability to survive below average winter temperatures, stand up under unfavorable weather conditions and to produce top yields of quality grain has brought this variety into the forefront of popularity in many areas of the Southern oat belt.



Fulgrain oats average a low percent hull, are heavy and of high feeding value.

EARLY MATURITY—PROFUSE TILLERING

Our 1948 Breeder Stock Fulgrain oats grow slightly taller than Victorgrain and are recommended for the medium to lighter soils where some additional height is desired. It matures from 10 days to two weeks ahead of Appler or Red Rust Proof and two to three days later than Fulghum. Fulgrain is one of the best tillering (stooling) oats, is remarkably uniform in type and maturity, and is giving a most satisfactory performance throughout the winter oat belt of the Southern States.

DESCRIPTION

Plant: Semi-erect with dark green pointed blades; profuse tillering; cold resistant, rust resistant, smut resistant.

Left—An outstanding field of Fulgrain oats grown by F. H. Tabor of Fort Valley, Georgia. Mr. Tabor looks on while our own Bob Entzminger gathers in an armful of beautiful Fulgrain heads for photographing.

Season: 10 to 12 days earlier than Appler and Red Rust Proof, 2 to 3 days later than Fulghum.

Heads: Long, well balanced, heavily fruited.

Straw: Very stiff, very storm resistant; ideal for combining.

Grains: Beautiful, plump, low per cent hull, heavy, high feeding value. Few with awns or beard.

Production: Better production record than parent strain.

PRICES

1 to 16 bu.....$5.00 per bu.; $20.00 per bag

16 to 48 bu.....$4.75 per bu.; $19.00 per bag

48 bu. and up....$4.50 per bu., $18.00 per bag

Prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

(4 bu. oats per bag)

These oats treated with 5% Ceresan.

NOTE: Although our 1948 strain of Fulgrain has shown high resistance to all known races of smut, we are nevertheless treating these seed with Ceresan because of the possibility that there are other races of smut not yet discovered to which this oat may be susceptible, and because of the advantages of Ceresan treatment in better, healthier stands and increased yields.

WHY SMUT RESISTANCE IS IMPORTANT

Of course, we all realize that smut in oats can be effectively controlled by treating the seed with certain materials before planting. Then why is resistance to smut important? It is, simply, because human nature being what it is, many oat growers either do not treat their planting seed or treat them indifferently or improperly. The result is that with a non-resistant variety infection soon starts from windborne smut spores or from a contaminated combine with a resulting loss to the crop.

REPORTS FROM OUR CUSTOMERS . . .

WESTERN UNION

CFR84 DL=ANGUILLA MISS JUN 25 1948
COKER PEDIGREED SEED CO=

WE PLANTED YOUR 45-67 SEED OATS AND FOUND THEM THOROUGHLY RESISTANT TO BLIGHT IN INFECTED LAND. OUR YIELD WAS HIGH. WE CONDSIDER THEM A GOOD LATE OAT BUT PREFER AN EARLY OAT. PLEASE BOOK US FOR 52 BUSHELS OF YOUR FOUNDATION 1948 VICTORGRAIN OATS=

CAMETA PLANTATION HENRY KLINE=

NOTE: This report from Mr. Kline is especially significant since it was on his plantation that the only severe infestation of Victoria Blight (Helminthosporium Victoriae) was found in the Mississippi Delta last year.

Oneida, Arkansas
June 22, 1948

Coker's Pedigreed Seed Co.
Hartsville, South Carolina

Gentlemen:

Our Coker's Fulgrain oats grown on the old airport just out of West Helena, Arkansas, had a yield of 84 bushels per acre.

This was one of the best turnouts we have had. The field where these oats were grown had cotton grown on it for two years preceding the oats. We had no apparent diseases, and they stood up well until we were about through harvesting, and at that time we had a rain with strong winds causing them to blow down.

Very truly yours,
S. E. Scott
S. E. Scott
Oneida, Ark.

WESTERN UNION

CFR92 DL=NEWELLTON LA JUN 22 1948
DR GEORGE WILDS=
COKERS PEDIGREED SEED CO=

COKER 45-67 OATS PROVEN SATISFACTORY IN EVERY RESPECT. STANDS UP WELL STRAW EXCEEDINGLY STRONG. YIELD ABOVE 60 BUSHELS. VICTORGRAIN CONTINUES TO BE AMONG THE HEAVIEST PRODUCERS AND THE MOST DEPENDABLE OATS=

PANOLA CO LTD=

WESTERN UNION

CFR82 26 4 EXTRA=HUNTSVILLE ALA JUN 21 1948 205P
MR ROBERT R COKER=
COKER PEDIGREED SEED CO=

COMPLETED HARVESTING CROP OF VICTORGRAIN OATS YIELDING 90 BUSHELS PER ACRE. COMBINING QUALITIES EXCELLENT. CERTAINLY PLEASED WITH VARIETY OF OATS=

C N BUCHANAN RT 4 HUNTSVILLE ALA=

WESTERN UNION

CFR99 NL LUVERNE ALA JUN 26 1948
COKER PEDIGREED SEED CO=

I PLANTED 10 ACRES OF YOUR PEDIGREED OATS AND MADE 48 BUSHELS PER ACRE I HAD 25 ACRES RUST PROOF OATS THAT MADE 35 BUSHELS PER ACRE YOUR OATS PRODUCED 13 BUSHELS PER ACRE MORE THAN THE TEXAS OATS UNDER SAME CONDITIONS=

M C HUDSON OPP. ALA ROUTE 3=

WESTERN UNION

CFR29 DL=LYNNVILLE TENN JUN 21 1948
COKERS PEDIGREED SEED CO=

PRODUCED 399 BUSHELS VICTORGRAIN OATS ON 3.7 ACRES UNFERTILIZED LAND. SOME PEOPLE SAY THEY ARE THE BEST OATS THEY HAVE SEEN GROWN IN GILES COUNTY. THEY OUT PRODUCED OTHER OATS BY TWO TO ONE AND THERE WAS NOT A SINGLE STALK LODGED. I AM PUTTING ALL MY OAT CROP IN VICTORGRAIN THIS YEAR=

T B SEIBOLD=

WESTERN UNION

CFR48 47 YAZOOCITY MISS JUN 25 1948 1022A

COKERS PEDIGREED SEED CO=

ALTHO PLANTED IN DECEMBER AND THEN GETTING PARTIALLY DROWNED OUT MY COKERS VICTORGRAIN BREEDER FOUNDATION STOCK SEED OATS PRODUCE BETTER THAN SIXTY BUSHELS TO THE ACRE THIS YEAR. I AM BOOKING WITH BOYER CO 48 BUSHELS OF YOUR 1948 STRAIN VICTORGRAIN FOR PLANTING THIS FALL=

LAKEVIEW PLANTING CO J J ERICKSON=

OTIS W HOWE VICE PRESIDENT — J C HOWE PRESIDENT — E CLAY BUMPERS, SEC'Y & TREAS

HOWE LUMBER COMPANY, INC.
WABASH, ARKANSAS

June 25, 1948

Coker Pedigreed Seed Company
Hartsville, S. C.

Gentlemen:

Last fall we planted several fields of your Pedigreed Victorgrain seed oats and thought you would be interested in the results.

These oats withstood a very adverse winter due to both rain and cold and still produced about 60 bushels of oats per acre. We have found them entirely free of disease and they combined beautifully. In the future we will certainly include your seed in our oats planting program.

Sincerely,
by Otis W. Howe
HOWE LUMBER COMPANY, INC.

WESTERN UNION

CFR48 92 4 EXTRA=FAYETTEVILLE TENN JUN 21 1948 1040A
COKER PEDIGREED SEED CO=

LODGING OF COMMON VARITIES OF OATS WAS SO SEVERE I HAD TO STOP GROWING THEM BUT VICTORGRAIN HAS PUT ME BACK INTO THE OAT GROWING BUSINESS. VICTORGRAIN ENABLED ME TO GET ABOUT TWICE AS MANY IN THE BAG PER ACRESAS I HAD EVER DONE BEFORE. THIS INCREASE WAS MADE POSSIBLE NOT BECAUSE THE YIELD WAS TWICE AS GREAT BUT BECAUSE THEIR SHORT STIFF STALK STOOD ERECT UNTIL THE COMBINE DID AN EXCELLENT JOB OF HARVESTING. I EXPECT TO GROW THEM UNTIL A BETTER VARIETY IS FOUND=

J E MCFERRIN FAYETTEVILLE TENN ROUTE #4=

Coker's Pedigreed

COKER 45-67 OATS

1948 BREEDER FOUNDATION STOCK

Coker 45-67 is offered to the public for the first time this year. It is a distinctly different oat from any of our standard varieties and as such should fill a definite need. The original cross, Tennessee 1922 x (Bond x Iogold), was made by Dr. H. R. Rosen of United States Department of Agriculture Oat Investigations at Fayetteville, Arkansas. Fifth generation seed were furnished us in the fall of 1941 by Dr. T. R. Stanton, Senior Agronomist in charge of Oat Investigations, U. S. D. A.

WILL ADD TO SOUTHEAST OAT PROGRAM

The selection, testing and increasing of many thousands of heads of this and other similar crosses has convinced us that it can make a distinct contribution to our oat production in the Southeast. In the first place, it is highly resistant to the root-rot disease known as Helminthosporium Victoriae or Victoria Blight. It is extremely cold resistant and hardy. Although it makes relatively small winter growth, it surprises the grower by its very vigorous spring growth.

PRODUCES LONG HEADS ABUNDANT FOLIAGE

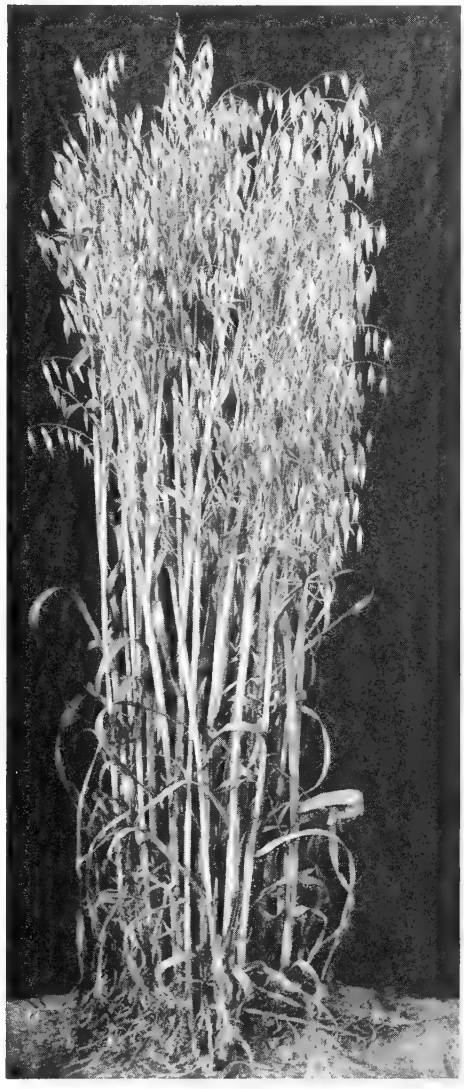
45-67 produces long, rather open heads borne on sturdy, extremely storm resistant stalks, and produces an abundance of black-green foliage. It carries high resistance to Mosaic and the common races of Crown Rust, but shows susceptibility to the new Race 45 Rust that came to this country by way of South America, and which seems to specialize on Bond derivatives.

LED VARIETY TEST IN 1946

This oat led our main variety test in yield per acre in 1946, and ranked seventh in yield in 1947. The main variety test in 1946 was placed on good land and heavily fertilized. An unusually destructive rain and windstorm came about the time the oats were ripening, and all other varieties were flattened or damaged to some extent except 45-67. It has the stiffest straw that we have ever bred or seen.

LATE MATURITY BOON TO LARGE OAT GROWERS

This oat matures approximately ten days after Victorgrain allowing the oat grower to plant large acreages with a minimum of combines. However, its late maturity makes early planting necessary. We recommend that none be planted after the first of November. In addition, early planting helps off-set the hazard of Race 45 Crown Rust. This year Race 45 is showing up in some of our increase fields of this oat, but in spite of this we feel sure that it will produce as many oats per acre as any other variety we could have planted.



Individual plant of Coker 45-67 showing profuse tillering.

ADAPTED FOR PIEDMONT

45-67 seems especially well adapted for Piedmont planting. Its deep root growth, winter hardiness, and stiff straw make it an ideal late maturing variety for this area. Its large beautiful red grains make the seed most attractive in appearance. Planted either for forage or seed Coker 45-67 is a good oat.

DESCRIPTION

Plant: Extreme winter type—makes rapid, vigorous abundant spring growth. Mature plant somewhat taller than Appler, with long, open, beautiful heads borne on extremely strong and sturdy stems.
Smut Resistance: Resistant to most races.
Rust Resistance: Susceptible to the new Race 45. Resistant to all other known races of Crown Rust.
Season: A few days later than Red Rust Proof.
Heads: Long, open, well balanced.
Straw: Extremely stiff and storm resistant.
Grains: Long, large, red, attractive.
Production: Ranks with the best.
Uniformity: Excellent.

(These oats treated with 5% Ceresan.)

PRICES

1 to 16 bu.	$5.00 per bu.
	$20.00 per bag
16 to 48 bu.	$4.75 per bu.
	$19.00 per bag
48 bu. and up	$4.50 per bu.
	$18.00 per bag

(4 bushels oats per bag)

Prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

SPLENDID RESULTS WITH COKER 45-67 OATS

"Our results with your Coker 45-67 oats were splendid. The yield was 58 bushels per acre which was 20 bushels better than any of the other 3 varieties planted. The season was not favorable and the soil not the best. The straw very thick and sturdy. No trace of blight in 45-67. Moderate infestation in two other varieties, and severe in one planted in same field."

June 23, 1948 — Richard T. Harris, Jr.
Vidalia, La. — Ralph Shields

NOTE: Last year we furnished some of our Coker 45-67 oats to several of our customers for testing out in areas where Victoria Blight (Helminthosporium Victoriae) had been severe during 1947. One of these reports is printed above and two others on page 11.

Above Left—Picture of Coker 45-67 made before maturity shows the abundance of rich, green foliage, and heavily fruited heads which make this variety an excellent forage or grain oat.

Bottom Left—Coker 45-67 grows medium tall, and has the stiffest straw of any oat we have ever bred or introduced.

Coker's Pedigreed

STANTON OATS

1948 BREEDER FOUNDATION STOCK

A TALL GROWING, PRODUCTIVE OAT SUITED FOR GRAIN, HAY, OR FORAGE

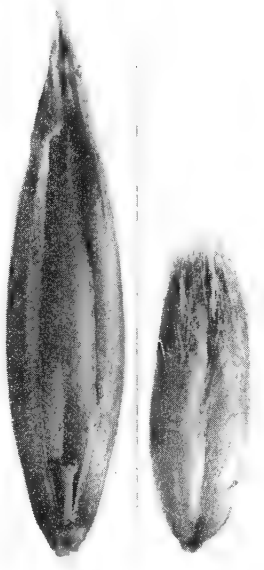
Coker's Stanton Oat is a desirable variety for grain, hay or green feed. It is of medium late maturity and is highly resistant to cold and leaf rust. It combines a number of features which appeal to livestock feeders and dairymen. It grows rather tall and makes a profuse leaf growth which provides more green feed, more hay or a greater tonnage of ensilage per acre.

CLEANER GRAIN AND RUST-FREE FORAGE

Stanton is a heavy yielder of grain as well as hay, and its resistance to rust helps produce bigger yields of grain and rust-free forage. An oat which produces plenty of straw, as well as good yields of grain, is also desirable since livestock feeders have a use for their oat straw for bedding and litter and to produce abundant manure. This variety has long, well balanced heads and an attractive yellow grain.

LEADS AT TIFTON, GEORGIA, STATION

Coker's Stanton has been included in oat variety tests conducted at Georgia Coastal Plain Experiment Station at Tifton, Georgia, since this variety was first introduced in 1941. During the seven years that it has been tested there in competition with other leading varieties, Stanton has consistently stood at or near the top, and on an average of the years tested, showed a yield of 3.2 bushels per acre more than the next highest. The 1947 Station Bulletin has this to say, "During recent years, Coker's Stanton has been giving good yields and is considered best adapted of the newer varieties. . ."



Stanton oats produce a bright to rich yellow, attractive grain.

HIGH HAY AND GRAIN YIELDS IN NORTH CAROLINA

The suitability of Coker's Stanton oat for the production of either grain or hay is shown by the results of tests conducted under the supervision of the North Carolina Experiment Station in 1944. In an average of three tests, Stanton produced 6,800 pounds of hay per acre, tying for first place; and led all varieties in yield of grain in an average of 55 tests conducted over a three-year period throughout the state of North Carolina.

BREEDING HISTORY

Dr. T. R. Stanton, Chief Agronomist in charge USDA Oat Investigation, turned over to us, at our request, one quart of the mass fourth generation seed coming from his Lee x Victoria cross in the fall of 1932. We planted that fall 432 rod rows with these seed, planting on the ground level so as to subject them to maximum cold. That winter, cold was severe, killing outright many plants and severely damaging others, but some plants came through beautifully, showing no effect of cold. Each of these was staked, and the following fall 767 of the best of these were put in plant-to-rows. Fortunately, leaf rust infection was heavy in the spring of 1934, which gave us an opportunity to discard all progenies that did not show a high degree of rust resistance. Each year since 1934, we have selected thousands of heads from good lines. These have been planted in head-to-rows, the best of these in cold, smut, rust and yield tests, the best of them in increase blocks and on through such vigorous tests in a supreme effort to find a variety that would be worthy of bearing the name Stanton.

Coker's Stanton oats produce good yields of forage, hay or grain.

WORTHY OF ITS DISTINGUISHED NAME

We found the answer in a selection made in the spring of 1937. (The ninth generation of cross.) The oat was in head-to-row tests in 1937-1938 and in yield, cold and smut tests in 1938 and 1939. In this test, it produced 74 bushels per acre against 57.4 bushels of Fulgrain Strain 3. This was a bad rust year. In test in 1939 and 1940, Stanton produced 76.8 bushels per acre and Fulgrain Strain 3, 77.7 bushels; in 1940 and 1941 tests, Stanton produced 86.6 bushels per acre and Fulgrain Strain 3, 76.7 bushels. This consistently good yield record convinces us of its real merit and that it is worthy of bearing the distinguished name, Stanton, in honor of Dr. T. R. Stanton.

DESCRIPTION

Plant: Procumbent, winter type, profuse tillering, long fine blades, cold resistant, rust resistant, slightly taller than Red Rust Proof.

Season: A week later than Victorgrain; same as Red Rust Proof.

Heads: Very long, well balanced.

Grains: Bright to rich yellow, attractive, a few with awns or beard.

Production: Better than parent strain.

Utility: Ideal for grain. Its profuse leaf growth, tillering, height, and rust resistance make it also an ideal oat for either hay or silage.

(These oats treated with 5% Ceresan)

PRICES

1 to 16 bushels	**$5.00 per bu., $20.00 per bag**
16 to 48 bushels	**$4.75 per bu., $19.00 per bag**
48 bushels and up	**$4.50 per bu., $18.00 per bag**

(4 bushels oats per bag)

Prices F.O.B. Hartsville, S. C., or Memphis, Tenn.

BEST I HAVE EVER RAISED

"I planted Stanton oats on 14 acres of pasture land that had been turned and disced three times, but being so dry I didn't get planted until December 1st. They are the best I've ever raised, and I've had 75 bushels per acre oats before. I think they will make from 80 to 90 bushels per acre in most of the land where I got the Bermuda sod worked up good. I also think they are 99.99 percent free from dock and cheat."

W. B. Gill, Nesbitt, Miss. June 22, 1948

Coker's Pedigreed

HARDIRED WHEAT

1948 BREEDER FOUNDATION STOCK

Coker's Hardired was bred in the South for southern conditions and is an excellent producer of high quality milling wheat. Its high degree of cold resistance and considerable resistance to rust is enabling it to make a genuine contribution to the live-at-home program, and is adding to the yields and quality of the Southern wheat crop.

Coker's Hardired is of medium early maturity, ripening about a week later than Redhart Strains and about one week earlier than Leap's Prolific, Forward, and Fulcaster. The heads are square and well-filled with grain of high milling value.

HEAVY SEEDINGS NOT RECOMMENDED

Hardired wheat stools (tillers) profusely, and consequently, less seed per acre is needed than with most other varieties. Heavier seedings sometime result in shorter heads and smaller, weaker straw.

This wheat grows somewhat taller than Redhart, and consequently, its storm resistance is not as great. Although we have never suffered any loss of this variety on our farms from lodging, we do not recommend it for planting on heaviest types of soil, high in organic matter or nitrogen content.

Our Mr. J. T. Belue show in field of Coker's Hardired wheat. Mr. Belue, former Alabama Extension Cotton Specialist, is now representative for our Company, located at Auburn, Alabama.

Left—J. Wallace Talbert, our Sales Manager, proudly inspects a field of Coker's Hardired wheat.

WIDELY ADAPTED

This variety has stood at or near the top in State Experiment Station Variety Tests throughout most of the southeast, and good reports have been received from growers throughout this area. Our breeding work on Hardired began in 1932 and our 1948 Breeder Foundation Stock is backed by 16 years of selection and testing.

DESCRIPTION

Plant: Winter type, profuse tillering, cold resistant, high tolerance to early types of leaf rust.

Season: Medium, week or ten days later than Redhart. About one week earlier than Leap's Prolific, Forward and Fulcaster.

Heads: Square, well filled.

Grains: Very similar to Redhart; high milling value.

Production: Highest.

PRICES

1 to 16 bu.....$6.25 per bu., $12.50 per bag

16 to 48 bu.....$6.00 per bu., $12.00 per bag

48 bu. and up....$5.75 per bu., $11.50 per bag

(2 bushels wheat per bag)

Prices F.O.B. Hartsville, S. C. or Memphis, Tenn.

Coker's Pedigreed

REDHART WHEAT

1948 BREEDER FOUNDATION STOCK

During the twenty-five years that Redhart has been offered to southern wheat growers, it has proven to be one of the most popular and dependable wheats on the market. It is early—two to three weeks earlier than Forward, Leap's Prolific, and Fulcaster, and a week earlier than Sanford, Blue Stem, and Carala. It has a high yield record and is remarkably uniform.

STANDS UP WELL

Even under unfavorable weather conditions, its strong stiff straw stands in the field better than most. It has an erect, square, beardless, head with four full rows of grain. The glumes fit snugly over the grain and reduce loss from shattering. The plants are erect in type, broad leafed, and stool well.

MORE THAN 400,000 ACRES PLANTED

Redhart's popularity and dependable performance is indicated by the fact that more than 400,000 acres of this variety is now being planted in the southern wheat belt according to information furnished by the United States Department of Agriculture. Although we claim no disease resistance for Redhart, growers tell us that they prefer it to other non-resistant varieties because its extreme earliness usually enables it to make a good crop before damage from disease can occur.

DESCRIPTION

Plant: Erect in type, broad leafed, good stooling.
Straw: Stiff, storm resistant.
Heads: Beardless, erect, square with 4 full rows of grain, cream to yellow glumes that fit snugly over grains, and reduce loss from shattering.
Yield: Best of the Redhart Strains.
Season: Very early.
Grains: Plump, horny, high gluten content, high milling value.

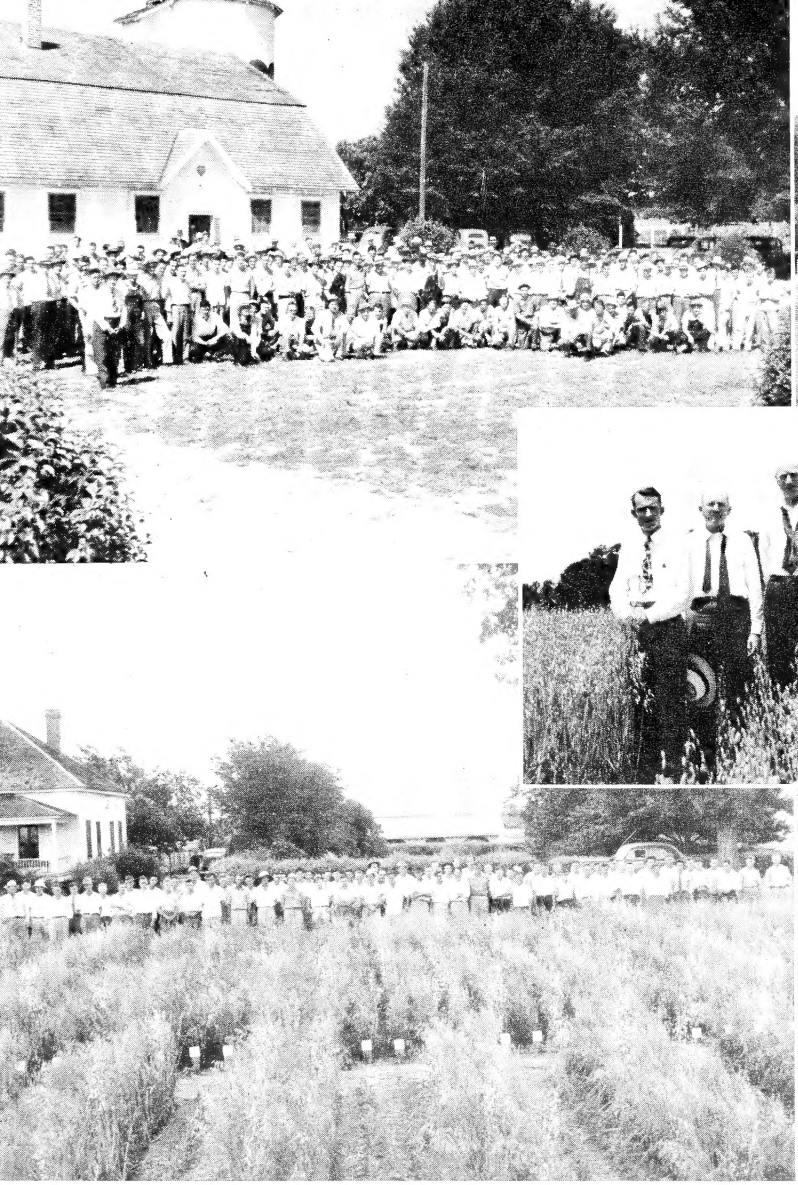
PRICES

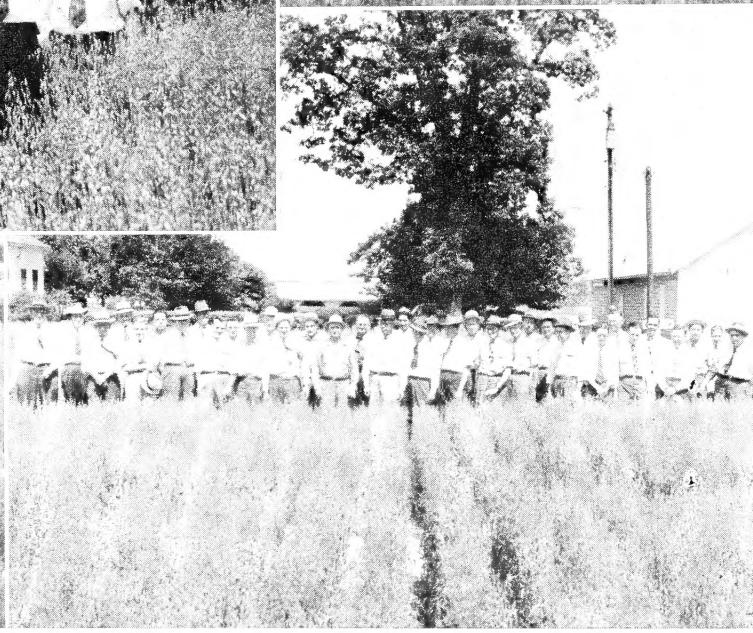
1 to 16 bu. $6.25 per bu., $12.50 per bag
16 to 48 bu. $6.00 per bu., $12.00 per bag
48 bu. and up $5.75 per bu., $11.50 per bag

(2 bushels wheat per bag)

Prices F.O.B. Hartsville, S. C. or Memphis, Tenn.

Redhart wheat is extra early, a good yielder, and is stiff strawed and storm resistant.





Upper Left—Large group of Union County (N. C.) farmers who visited Coker Farms on a trip arranged by County Agent J. A. Marsh.

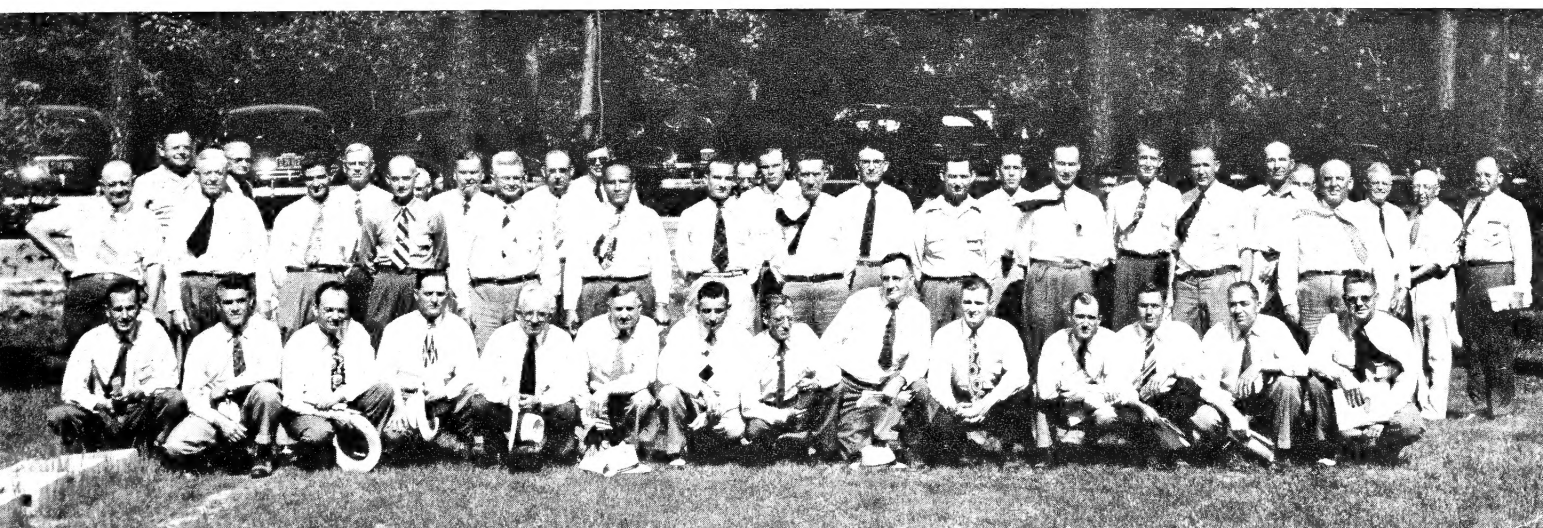
Upper Right— Veterans group from Ashwood School in Lee County, S. C., see our grain breeding work as part of their training program. R. B. Gentry, Agriculture teacher, is leader of the group.

Center—USDA corn experts take time out from their visit to our Hybrid Corn Department to see our small grain. Left to right: Dr. Alfred Manwiler, Corn breeder from Pee Dee Experiment Station, Florence, S. C., Dr. W. R. Paden, Agronomist, Clemson College, S. C., Dr. F. D. Richey, Principal Agronomist, USDA, and our Dr. George J. Wilds.

Lower Left—This large group of farmers from Horry County, S. C., visited us while we were harvesting our grain breeding beds. In foreground you can see how the two center rows of four row plots are cut and used to determine yield.

Lower Right—County Agents and agriculture workers from eastern North Carolina visit Coker Farms to study new crop varieties and see our breeding work.

Below—This distinguished group of Coker distributors from North and South Carolina, and Georgia spent May 21 here studying our grain breeding program, and learning at first hand about our work and new developments.



OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

COKER'S PEDIGREED SEED COMPANY
HARTSVILLE, S. C.

Coker's

FALL GRAIN CATALOG

FOR 1948

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